

WHAT IS CLAIMED IS:

1. A broadcasting service system comprising:
 - a broadcast station for broadcasting program contents;
 - at least one audiovisual system for viewing the program contents; and
- 5 a repeater station for storing the program contents broadcasted by the broadcast station and rebroadcasting the stored program contents to at least one audiovisual system making a request for viewing the program contents when at least one audiovisual system requests the repeater station to view the program contents,
- 10 the repeater station connecting at least one audiovisual system in response to its request for viewing the program contents, broadcasting advertisement contents to at least one audiovisual system connected to the repeater station, measuring an advertisement effect on the basis of a number of the connected audiovisual systems viewing the
- 15 advertisement contents and a broadcasting time of the advertisement contents, and rebroadcasting the program contents to the connected audiovisual systems only when the measured advertisement effect meets a predetermined target advertisement effect.
2. The broadcasting service system of claim 1, wherein the repeater station calculates an expected waiting time until the rebroadcasting of the program contents is started on the basis of the measured result of the advertisement effect and broadcasts a combination of the advertisement contents and the calculated expected waiting time on a broadcasting screen to the connected audiovisual systems.
- 5 3. The broadcasting service system of claim 1, wherein the repeater station receives a plurality of programs of program contents

broadcasted by the broadcast station, calculates an advertisement effect of each program of the program contents on the basis of a number of the 5 audiovisual systems each making a request for viewing each program of the program contents, calculates a recording cost for recording each program of the program contents, calculates a proper recording time of each program of the program contents on the basis of the calculated advertisement effect and the calculated recording cost, predicts the 10 program contents which permit to obtain the advertisement effects more than their recording costs on the basis of their calculated proper recording times, and selectively stores only the program contents predicted that the program contents permit to obtain the advertisement effects more than their recording costs.

4. A broadcasting service system comprising:
- a broadcast station for broadcasting program contents;
 - at least one audiovisual system for viewing the program contents; and
- 5 a repeater station for storing the program contents broadcasted by the broadcast station and rebroadcasting the stored program contents to at least one audiovisual system making a request for viewing the program contents when at least one audiovisual system requests the repeater station to view the program contents,
- 10 the repeater station includes:
- a receiver for receiving the program contents broadcasted by the broadcast station;
 - a program contents storage for storing the program contents received by the receiver;
- 15 an advertisement contents storage for storing the advertisement contents;
- a broadcasting set for connecting at least one audiovisual

system in response to its request for viewing the program contents stored in the program contents storage and broadcasting the program contents and the advertisement contents stored in the advertisement contents storage to the audiovisual systems connected to the broadcasting set; and

an advertisement effect measurer for measuring an advertisement effect on the basis of the number of the connected audiovisual systems viewing the advertisement contents and the broadcasting time of the advertisement contents and allowing the broadcasting set to start the broadcasting of the program contents to the connected audiovisual systems only when the measured advertisement effect meets the predetermined target advertisement effect and the repeater station connecting at least one audiovisual system in response to its request for viewing the program contents, broadcasting advertisement contents to at least one audiovisual system connected to the repeater station, measuring an advertisement effect on the basis of a number of the connected audiovisual systems viewing the advertisement contents and a broadcasting time of the advertisement contents, and rebroadcasting the program contents to the connected audiovisual systems only when the measured advertisement effect meets a predetermined target advertisement effect, and

the broadcasting set rebroadcasting the program contents requested by the connected audiovisual systems to the connected audiovisual systems only when the advertisement effect measurer permits the broadcasting set to start the broadcasting of the program contents.

5. The broadcasting service system of claim 4, wherein the advertisement effect measurer calculates an expected waiting time until the rebroadcasting of the program contents is started on the basis of the

measured result of the advertisement effect, and the broadcasting set
5 broadcasts a combination of the advertisement contents and the
expected waiting time calculated by the advertisement effect measurer
on a broadcasting screen to the connected audiovisual systems.

6. A broadcasting service system comprising:
a broadcast station for broadcasting program contents;
at least one audiovisual systems for viewing the program
contents;
- 5 a repeater station for storing the program contents
broadcasted by the broadcast station and rebroadcasting the stored
program contents to at least one audiovisual system making a request
for viewing the program contents when at least one audiovisual system
requests the repeater station to view the program contents; and
- 10 an advertisement broadcast station for broadcasting
advertisement contents,
the repeater station connecting at least one audiovisual
system in response to its request for viewing the program contents,
broadcasting advertisement contents broadcasted by the advertisement
15 broadcast station to at least one audiovisual system connected to the
repeater station, measuring an advertisement effect on the basis of a
number of the connected audiovisual systems viewing the
advertisement contents and a broadcasting time of the advertisement
contents, and rebroadcasting the program contents to the connected
20 audiovisual systems only when the measured advertisement effect
meets a predetermined target advertisement effect.

7. The broadcasting service system of claim 6, wherein the
repeater station calculates an expected waiting time until the
reroadcasting of the program contents is started on the basis of the

measured result of the advertisement effect and broadcasts a
5 combination of the advertisement contents and the calculated expected
waiting time on a broadcasting screen to the connected audiovisual
systems.

8. The broadcasting service system of claim 6, wherein the repeater station receives a plurality of programs of program contents broadcasted by the broadcast station, calculates an advertisement effect of each program of the program contents on the basis of a number of the
5 audiovisual systems each making a request for viewing each program of the program contents, calculates a recording cost for recording each program of the program contents, calculates a proper recording time of each program of the program contents on the basis of the calculated advertisement effect and the calculated recording cost, predicts the
10 program contents which permit to obtain the advertisement effects more than their recording costs on the basis of their calculated proper recording times, and selectively stores only the program contents predicted that the program contents permit to obtain the advertisement effects more than their recording costs.

9. A broadcasting service system comprising:
a broadcast station for broadcasting program contents;
at least one audiovisual systems for viewing the program
contents;

5 a repeater station for storing the program contents broadcasted by the broadcast station and rebroadcasting the stored program contents to at least one audiovisual system making a request for viewing the program contents when at least one audiovisual system requests the repeater station to view the program contents; and
10 an advertisement broadcast station for broadcasting

advertisement contents,

the repeater station includes:

a first receiver for receiving the program contents broadcasted by the broadcast station;

15 a second receiver for receiving the advertisement contents broadcasted by the advertisement broadcast station;

a program contents storage for storing the program contents received by the first receiver;

20 a broadcasting set for connecting at least one audiovisual system in response to its request for viewing the program contents stored in the program contents storage and broadcasting the program contents and the advertisement contents received by the second receiver to the audiovisual systems connected to the broadcasting set; and

25 an advertisement effect measurer for measuring an advertisement effect on the basis of the number of the connected audiovisual systems viewing the advertisement contents and the broadcasting time of the advertisement contents and allowing the broadcasting set to start the broadcasting of the program contents to the connected audiovisual systems only when the measured advertisement 30 effect meets the predetermined target advertisement effect,

the broadcasting set rebroadcasting the program contents requested by the connected audiovisual systems to the connected audiovisual systems only when the advertisement effect measurer permits the broadcasting set to start the broadcasting of the program 35 contents, and

the repeater station connecting at least one audiovisual system in response to its request for viewing the program contents, broadcasting advertisement contents broadcasted by the advertisement broadcast station to at least one audiovisual system connected to the 40 repeater station, measuring an advertisement effect on the basis of a

number of the connected audiovisual systems viewing the advertisement contents and a broadcasting time of the advertisement contents, and rebroadcasting the program contents to the connected audiovisual systems only when the measured advertisement effect
45 meets a predetermined target advertisement effect.

10. The broadcasting service system of claim 9, wherein the advertisement effect measurer calculates an expected waiting time until the rebroadcasting of the program contents is started on the basis of the measured result of the advertisement effect, and the broadcasting set
5 broadcasts a combination of the advertisement contents and the expected waiting time calculated by the advertisement effect measurer on a broadcasting screen to the connected audiovisual systems.

11. A broadcasting service system comprising:
a broadcast station for broadcasting program contents;
at least one audiovisual system for viewing the program contents; and
5 a repeater station for storing the program contents broadcasted by the broadcast station and rebroadcasting the stored program contents to at least one audiovisual system making a request for viewing the program contents when at least one audiovisual system requests the repeater station to view the program contents,
10 the repeater station connecting at least one audiovisual system in response to its request for viewing the program contents, predicting whether or not a predetermined target advertisement effect can be attained within a broadcasting time of the program contents under a condition that a broadcasting of advertisement contents is
15 inserted during a rebroadcasting of the program contents to the audiovisual systems connected to the repeater station, and

rebroadcasting the program contents requested by the connected audiovisual systems to the connected audiovisual systems while inserting the broadcasting of the advertisement contents during the
20 rebroadcasting of the program contents only when it is predicted that the predetermined target advertisement effect can be attained.

12. The broadcasting service system of claim 11, wherein the repeater station includes:

a receiver for receiving the program contents broadcasted by the broadcast station;

5 a program contents storage for storing the program contents received by the receiver;

an advertisement contents storage for storing the advertisement contents;

10 a broadcasting set for connecting at least one audiovisual system in response to its request for viewing the program contents stored in the program contents storage, and rebroadcasting the program contents requested by the audiovisual systems connected to the broadcasting set to the connected audiovisual systems while inserting the broadcasting of the advertisement contents stored in the
15 advertisement contents storage during the rebroadcasting of the program contents; and

an advertisement effect measurer for predicting whether or not a predetermined target advertisement effect can be attained within a broadcasting time of the program contents under the condition that
20 the broadcasting of the advertisement contents is inserted during the rebroadcasting of the program contents to the connected audiovisual systems and allowing the broadcasting set to start the broadcasting of the program contents to the connected audiovisual systems only when it is predicted that the predetermined target advertisement effect can be

25 attained,

the broadcasting set rebroadcasting the program contents requested by the connected audiovisual systems to the connected audiovisual systems while inserting the broadcasting of the advertisement contents during the rebroadcasting of the program 30 contents only when the advertisement effect measurer permits the broadcasting set to start the broadcasting of the program contents.

13. The broadcasting service system of claim 11, wherein the repeater station receives a plurality of programs of program contents broadcasted by the broadcast station, calculates an advertisement effect of each program of the program contents on the 5 basis of a number of the audiovisual systems each making a request for viewing each program of the program contents, calculates a recording cost for recording each program of the program contents, calculates a proper recording time of each program of the program contents on the basis of the calculated advertisement effect and the calculated recording 10 cost, predicts the program contents which permit to obtain the advertisement effects more than their recording costs on the basis of their calculated proper recording times, and selectively stores only the program contents predicted that the program contents permit to obtain the advertisement effects more than their recording costs.

14. A broadcasting service system comprising:
a broadcast station for broadcasting program contents;
at least one audiovisual systems for viewing the program contents;

5 a repeater station for storing the program contents broadcasted by the broadcast station and rebroadcasting the stored program contents to at least one audiovisual system making a request

for viewing the program contents when at least one audiovisual system requests the repeater station to view the program contents; and

10 an advertisement broadcast station for broadcasting advertisement contents,

the repeater station connecting at least one audiovisual system in response to its request for viewing the program contents, predicting whether or not a predetermined target advertisement effect 15 can be attained within a broadcasting time of the program contents under a condition that a broadcasting of the advertisement contents broadcasted by the advertisement broadcast station is inserted during a rebroadcasting of the program contents to the audiovisual systems connected to the repeater station, and rebroadcasting the program 20 contents requested by the connected audiovisual systems to the connected audiovisual systems while inserting the broadcasting of the advertisement contents during the rebroadcasting of the program contents only when it is predicted that the predetermined target advertisement effect can be attained.

15. The broadcasting service system of claim 14, wherein the repeater station includes:

a first receiver for receiving the program contents broadcasted by the broadcast station;

5 a second receiver for receiving the advertisement contents broadcasted by the advertisement broadcast station;

a program contents storage for storing the program contents received by the first receiver;

10 a broadcasting set for connecting at least one audiovisual system in response to its request for viewing the program contents stored in the program contents storage, and rebroadcasting the program contents requested by the audiovisual systems connected to the

broadcasting set to the connected audiovisual systems while inserting the broadcasting of the advertisement contents received by the second receiver during the rebroadcasting of the program contents; and

an advertisement effect measurer for predicting whether or not the predetermined target advertisement effect can be attained within the broadcasting time of the program contents under the condition that the broadcasting of the advertisement contents is inserted during the rebroadcasting of the program contents to the connected audiovisual systems, and allowing the broadcasting set to start the broadcasting of the program contents to the connected audiovisual systems only when it is predicted that the predetermined target advertisement effect can be attained,

the broadcasting set rebroadcasting the program contents requested by the connected audiovisual systems to the connected audiovisual systems while inserting the broadcasting of the advertisement contents during the rebroadcasting of the program contents only when the advertisement effect measurer permits the broadcasting set to start the broadcasting of the program contents.

16. The broadcasting service system of claim 14, wherein the repeater station receives a plurality of programs of program contents broadcasted by the broadcast station, calculates an advertisement effect of each program of the program contents on the basis of a number of the audiovisual systems each making a request for viewing each program of the program contents, calculates a recording cost for recording each program of the program contents, calculates a proper recording time of each program of the program contents on the basis of the calculated advertisement effect and the calculated recording cost, predicts the program contents which permit to obtain the advertisement effects more than their recording costs on the basis of

their calculated proper recording times, and selectively stores only the program contents predicted that the program contents permit to obtain the advertisement effects more than their recording costs.

17. A broadcasting service system comprising:
 - a broadcast station for broadcasting program contents;
 - at least one audiovisual systems for viewing the program contents; and
- 5 a repeater station for storing the program contents broadcasted by the broadcast station and rebroadcasting the stored program contents to at least one audiovisual system making a request for viewing the program contents when at least one audiovisual system requests the repeater station to view the program contents,
- 10 the repeater station connecting at least one audiovisual system in response to its request for viewing the program contents, predicting whether or not a predetermined target advertisement effect can be attained within a broadcasting time of the program contents under a condition that a combination of the program contents and
- 15 advertisement contents on a broadcasting screen is rebroadcasted to the audiovisual systems connected to the repeater station, and rebroadcasting the combination of the program contents and the advertisement contents on the broadcasting screen to the connected audiovisual systems only when it is predicted that the predetermined
- 20 target advertisement effect can be attained.

18. The broadcasting service system of claim 17, wherein the repeater station includes:

- a receiver for receiving the program contents broadcasted by the broadcast station;
- 5 a program contents storage for storing the program contents

received by the receiver;

an advertisement contents storage for storing the advertisement contents;

a broadcasting set for connecting at least one audiovisual
10 system in response to its request for viewing the program contents stored in the program contents storage, and rebroadcasting the combination of the program contents requested by the audiovisual systems connected to the broadcasting set and the advertisement contents stored in the advertisement contents storage on the
15 broadcasting screen to the connected audiovisual systems; and

an advertisement effect measurer for predicting whether or not a predetermined target advertisement effect can be attained within the broadcasting time of the program contents under the condition that the combination of the program contents and the advertisement
20 contents on the broadcasting screen is rebroadcasted, and allowing the broadcasting set to start the broadcasting of the program contents to the connected audiovisual systems only when it is predicted that the predetermined target advertisement effect can be attained,

the broadcasting set rebroadcasting the combination of the
25 program contents and the advertisement contents on the broadcasting screen to the connected audiovisual systems only when the advertisement effect measurer permits the broadcasting set to start the broadcasting of the program contents.

19. The broadcasting service system of claim 17, wherein the repeater station receives a plurality of programs of program contents broadcasted by the broadcast station, calculates an advertisement effect of each program of the program contents on the
5 basis of a number of the audiovisual systems each making a request for viewing each program of the program contents, calculates a recording

cost for recording each program of the program contents, calculates a proper recording time of each program of the program contents on the basis of the calculated advertisement effect and the calculated recording cost, predicts the program contents which permit to obtain the advertisement effects more than their recording costs on the basis of their calculated proper recording times, and selectively stores only the program contents predicted that the program contents permit to obtain the advertisement effects more than their recording costs.

20. A broadcasting service system comprising:
a broadcast station for broadcasting program contents;
at least one audiovisual systems for viewing the program contents;

5 a repeater station for storing the program contents broadcasted by the broadcast station and rebroadcasting the stored program contents to at least one audiovisual system making a request for viewing the program contents when at least one audiovisual system requests the repeater station to view the program contents; and
10 an advertisement broadcast station for broadcasting advertisement contents,

the repeater station connecting at least one audiovisual system in response to its request for viewing the program contents, predicting whether or not a predetermined target advertisement effect 15 can be attained within a broadcasting time of the program contents under a condition that a combination of the program contents and the advertisement contents broadcasted by the advertisement broadcast station on a broadcasting screen is rebroadcasted to the audiovisual systems connected to the repeater station, and rebroadcasting the 20 combination of the program contents and the advertisement contents on the broadcasting screen to the connected audiovisual systems only when

it is predicted that the predetermined target advertisement effect can be attained.

21. The broadcasting service system of claim 20, wherein the repeater station includes:

a first receiver for receiving the program contents broadcasted by the broadcast station;

5 a second receiver for receiving the advertisement contents broadcasted by the advertisement broadcast station;

a program contents storage for storing the program contents received by the first receiver;

10 a broadcasting set for connecting at least one audiovisual system in response to its request for viewing the program contents stored in the program contents storage, and rebroadcasting the combination of the program contents requested by the audiovisual systems connected to the broadcasting set and the advertisement contents received by the second receiver on the broadcasting screen to 15 the connected audiovisual systems; and

an advertisement effect measurer for predicting whether or 20 not the predetermined target advertisement effect can be attained within the broadcasting time of the program contents under the condition that the combination of the program contents and the advertisement contents on the broadcasting screen is rebroadcasted, and allowing the broadcasting set to start the broadcasting of the 25 program contents to the connected audiovisual systems only when it is predicted that the predetermined target advertisement effect can be attained,

the broadcasting set rebroadcasting the combination of the program contents and the advertisement contents on the broadcasting screen to the connected audiovisual systems only when the

advertisement effect measurer permits the broadcasting set to start the broadcasting of the program contents.

22. The broadcasting service system of claim 20, wherein the repeater station receives a plurality of programs of program contents broadcasted by the broadcast station, calculates an advertisement effect of each program of the program contents on the basis of a number of the audiovisual systems each making a request for viewing each program of the program contents, calculates a recording cost for recording each program of the program contents, calculates a proper recording time of each program of the program contents on the basis of the calculated advertisement effect and the calculated recording cost, predicts the program contents which permit to obtain the advertisement effects more than their recording costs on the basis of their calculated proper recording times, and selectively stores only the program contents predicted that the program contents permit to obtain the advertisement effects more than their recording costs.

23. A delay broadcasting method in broadcasting service using a broadcasting service system comprising:

a broadcast station for broadcasting program contents;
at least one audiovisual systems for viewing the program
contents; and

a repeater station for storing the program contents broadcasted by the broadcast station and rebroadcasting the stored program contents to at least one audiovisual system making a request for viewing the program contents when at least one audiovisual system requests the repeater station to view the program contents,

the repeater station connecting at least one audiovisual system in response to its request for viewing the program contents,

- broadcasting advertisement contents to at least one audiovisual system connected to the repeater station, measuring an advertisement effect on
15 the basis of a number of the connected audiovisual systems viewing the advertisement contents and a broadcasting time of the advertisement contents, and rebroadcasting the program contents to the connected audiovisual systems only when the measured advertisement effect meets a predetermined target advertisement effect,
20 comprising the steps of:
connecting the repeater station to the audiovisual systems making the request for viewing the program contents;
broadcasting the advertisement contents from the repeater station to the audiovisual systems connected to the repeater station;
25 measuring the advertisement effect on the basis of the number of the connected audiovisual systems viewing the advertisement contents and the broadcasting time of the advertisement contents;
discriminating whether or not the predetermined target
30 advertisement effect can be attained on the basis of the measured result of the advertisement effect; and
rebroadcasting the stored program contents requested by the connected audiovisual systems to the connected audiovisual systems when it is determined that the predetermined target advertisement
35 effect can be attained.

24. A delay broadcasting method in broadcasting service using a broadcasting service system comprising:
a broadcast station for broadcasting program contents;
at least one audiovisual systems for viewing the program
5 contents;
a repeater station for storing the program contents

broadcasted by the broadcast station and rebroadcasting the stored program contents to at least one audiovisual system making a request for viewing the program contents when at least one audiovisual system
10 requests the repeater station to view the program contents; and

an advertisement broadcast station for broadcasting advertisement contents,

the repeater station connecting at least one audiovisual system in response to its request for viewing the program contents,
15 broadcasting advertisement contents broadcasted by the advertisement broadcast station to at least one audiovisual system connected to the repeater station, measuring an advertisement effect on the basis of a number of the connected audiovisual systems viewing the advertisement contents and a broadcasting time of the advertisement
20 contents, and rebroadcasting the program contents to the connected audiovisual systems only when the measured advertisement effect meets a predetermined target advertisement effect,

comprising the steps of:

connecting the repeater station to the audiovisual systems
25 making the request for viewing the program contents;

broadcasting the advertisement contents from the repeater station to the audiovisual systems connected to the repeater station;

measuring the advertisement effect on the basis of the number of the connected audiovisual systems viewing the advertisement
30 contents and the broadcasting time of the advertisement contents;

discriminating whether or not the predetermined target advertisement effect can be attained on the basis of the measured result of the advertisement effect; and

rebroadcasting the stored program contents requested by the
35 connected audiovisual systems to the connected audiovisual systems when it is determined that the predetermined target advertisement

effect can be attained.

25. The delay broadcasting method of claim 23, further comprising the steps of:

calculating the expected waiting time on the basis of the measured result of the advertisement effect until the rebroadcasting of
5 the program contents is started; and

broadcasting the combination of the advertisement contents and the expected waiting time on the broadcasting screen from the repeater system to the audiovisual systems connected to the repeater system.

26. The delay broadcasting method of claim 24, further comprising the steps of:

calculating the expected waiting time on the basis of the measured result of the advertisement effect until the rebroadcasting of
5 the program contents is started; and

broadcasting the combination of the advertisement contents and the expected waiting time on the broadcasting screen from the repeater system to the audiovisual systems connected to the repeater system.

27. A delay broadcasting method in broadcasting service using a broadcasting service system comprising:

a broadcast station for broadcasting program contents;
at least one audiovisual systems for viewing the program
5 contents; and

a repeater station for storing the program contents broadcasted by the broadcast station and rebroadcasting the stored program contents to at least one audiovisual system making a request

for viewing the program contents when at least one audiovisual system
10 requests the repeater station to view the program contents,

the repeater station connecting at least one audiovisual system in response to its request for viewing the program contents, predicting whether or not a predetermined target advertisement effect can be attained within a broadcasting time of the program contents
15 under a condition that a broadcasting of advertisement contents is inserted during a rebroadcasting of the program contents to the audiovisual systems connected to the repeater station, and rebroadcasting the program contents requested by the connected audiovisual systems to the connected audiovisual systems while
20 inserting the broadcasting of the advertisement contents during the rebroadcasting of the program contents only when it is predicted that the predetermined target advertisement effect can be attained,

comprising the steps of:

connecting the repeater station to the audiovisual systems
25 making the request for viewing the program contents;

predicting whether or not the predetermined target advertisement effect can be attained within the broadcasting time of the program contents under the condition that the broadcasting of the advertisement contents is inserted during the rebroadcasting of the
30 program contents to the audiovisual systems connected to the repeater station; and

rebroadcasting the program contents requested by the connected audiovisual systems to the connected audiovisual systems while inserting the broadcasting of the advertisement contents during the rebroadcasting of the program contents only when it is predicted
35 that the predetermined target advertisement effect can be attained.

28. A delay broadcasting method in broadcasting service

using a broadcasting service system comprising:

a broadcast station for broadcasting program contents;

at least one audiovisual systems for viewing the program

5 contents;

a repeater station for storing the program contents
broadcasted by the broadcast station and rebroadcasting the stored
program contents to at least one audiovisual system making a request
for viewing the program contents when at least one audiovisual system

10 requests the repeater station to view the program contents; and

an advertisement broadcast station for broadcasting
advertisement contents,

the repeater station connecting at least one audiovisual
system in response to its request for viewing the program contents,
15 predicting whether or not a predetermined target advertisement effect
can be attained within a broadcasting time of the program contents
under a condition that a broadcasting of the advertisement contents
broadcasted by the advertisement broadcast station is inserted during a
rebroadcasting of the program contents to the audiovisual systems
20 connected to the repeater station, and rebroadcasting the program
contents requested by the connected audiovisual systems to the
connected audiovisual systems while inserting the broadcasting of the
advertisement contents during the rebroadcasting of the program
contents only when it is predicted that the predetermined target
25 advertisement effect can be attained,

comprising the steps of:

connecting the repeater station to the audiovisual systems
making the request for viewing the program contents;

predicting whether or not the predetermined target
30 advertisement effect can be attained within the broadcasting time of the
program contents under the condition that the broadcasting of the

advertisement contents broadcasted by the advertisement broadcast station is inserted during the rebroadcasting of the program contents to the audiovisual systems connected to the repeater station; and

35 rebroadcasting the program contents requested by the connected audiovisual systems to the connected audiovisual systems while inserting the broadcasting of the advertisement contents during the rebroadcasting of the program contents only when it is predicted that the predetermined target advertisement effect can be attained.

29. A delay broadcasting method in broadcasting service using a broadcasting service system comprising:

a broadcast station for broadcasting program contents;
5 at least one audiovisual systems for viewing the program contents; and

10 a repeater station for storing the program contents broadcasted by the broadcast station and rebroadcasting the stored program contents to at least one audiovisual system making a request for viewing the program contents when at least one audiovisual system requests the repeater station to view the program contents,

the repeater station connecting at least one audiovisual system in response to its request for viewing the program contents, predicting whether or not a predetermined target advertisement effect can be attained within a broadcasting time of the program contents under a condition that a combination of the program contents and advertisement contents on a broadcasting screen is rebroadcasted to the audiovisual systems connected to the repeater station, and rebroadcasting the combination of the program contents and the advertisement contents on the broadcasting screen to the connected 20 audiovisual systems only when it is predicted that the predetermined target advertisement effect can be attained,

comprising the steps of:

connecting the repeater station to the audiovisual systems making the request for viewing the program contents;

25 predicting whether or not the predetermined target advertisement effect can be attained within the broadcasting time of the program contents under the condition that the combination of the program contents requested by the audiovisual systems connected to the repeater station and advertisement contents on the broadcasting screen
30 is rebroadcasted to the connected audiovisual systems; and

rebroadcasting the combination of the program contents and the advertisement contents on the broadcasting screen to the connected audiovisual systems only when it is predicted that the predetermined target advertisement effect can be attained.

30. A delay broadcasting method in broadcasting service using a broadcasting service system comprising:

a broadcast station for broadcasting program contents;
5 at least one audiovisual systems for viewing the program contents;

a repeater station for storing the program contents broadcasted by the broadcast station and rebroadcasting the stored program contents to at least one audiovisual system making a request for viewing the program contents when at least one audiovisual system
10 requests the repeater station to view the program contents; and

an advertisement broadcast station for broadcasting advertisement contents,

the repeater station connecting at least one audiovisual system in response to its request for viewing the program contents,
15 predicting whether or not a predetermined target advertisement effect can be attained within a broadcasting time of the program contents

under a condition that a combination of the program contents and the advertisement contents broadcasted by the advertisement broadcast station on a broadcasting screen is rebroadcasted to the audiovisual systems connected to the repeater station, and rebroadcasting the combination of the program contents and the advertisement contents on the broadcasting screen to the connected audiovisual systems only when it is predicted that the predetermined target advertisement effect can be attained,

25 comprising the steps of:

connecting the repeater station to the audiovisual systems making the request for viewing the program contents;

30 predicting whether or not the predetermined target advertisement effect can be attained within the broadcasting time of the program contents under the condition that the combination of the program contents requested by the audiovisual systems connected to the repeater station and advertisement contents broadcasted by the advertisement broadcast station on the broadcasting screen is rebroadcasted to the connected audiovisual systems; and

35 rebroadcasting the combination of the program contents and the advertisement contents on the broadcasting screen to the connected audiovisual systems only when it is predicted that the predetermined target advertisement effect can be attained.

31. The delay broadcasting method of claim 23, wherein the repeater station receives a plurality of programs of program contents broadcasted by the broadcast station, further comprising:

5 calculating an advertisement effect of each program of the program contents on the basis of a number of the audiovisual systems each making a request for viewing each program of the program contents;

calculating a recording cost for recording each program of the program contents;

10 calculating a proper recording time of each program of the program contents on the basis of the calculated advertisement effect and the calculated recording cost;

predicting the program contents which permit to obtain the advertisement effects more than their recording costs on the basis of
15 their calculated proper recording times; and

storing selectively only the program contents predicted that the program contents permit to obtain the advertisement effects more than their recording costs.

32. The delay broadcasting method of claim 24, wherein the repeater station receives a plurality of programs of program contents broadcasted by the broadcast station, further comprising:

5 calculating an advertisement effect of each program of the program contents on the basis of a number of the audiovisual systems each making a request for viewing each program of the program contents;

calculating a recording cost for recording each program of the program contents;

10 calculating a proper recording time of each program of the program contents on the basis of the calculated advertisement effect and the calculated recording cost;

predicting the program contents which permit to obtain the advertisement effects more than their recording costs on the basis of
15 their calculated proper recording times; and

storing selectively only the program contents predicted that the program contents permit to obtain the advertisement effects more than their recording costs.

33. The delay broadcasting method of claim 27, wherein the repeater station receives a plurality of programs of program contents broadcasted by the broadcast station, further comprising:

5 calculating an advertisement effect of each program of the program contents on the basis of a number of the audiovisual systems each making a request for viewing each program of the program contents;

calculating a recording cost for recording each program of the program contents;

10 calculating a proper recording time of each program of the program contents on the basis of the calculated advertisement effect and the calculated recording cost;

15 predicting the program contents which permit to obtain the advertisement effects more than their recording costs on the basis of their calculated proper recording times; and

storing selectively only the program contents predicted that the program contents permit to obtain the advertisement effects more than their recording costs.

34. The delay broadcasting method of claim 28, wherein the repeater station receives a plurality of programs of program contents broadcasted by the broadcast station, further comprising:

5 calculating an advertisement effect of each program of the program contents on the basis of a number of the audiovisual systems each making a request for viewing each program of the program contents;

calculating a recording cost for recording each program of the program contents;

10 calculating a proper recording time of each program of the program contents on the basis of the calculated advertisement effect

and the calculated recording cost;

predicting the program contents which permit to obtain the advertisement effects more than their recording costs on the basis of
15 their calculated proper recording times; and

storing selectively only the program contents predicted that the program contents permit to obtain the advertisement effects more than their recording costs.

35. The delay broadcasting method of claim 29, wherein the repeater station receives a plurality of programs of program contents broadcasted by the broadcast station, further comprising:

5 calculating an advertisement effect of each program of the program contents on the basis of a number of the audiovisual systems each making a request for viewing each program of the program contents;

calculating a recording cost for recording each program of the program contents;

10 calculating a proper recording time of each program of the program contents on the basis of the calculated advertisement effect and the calculated recording cost;

predicting the program contents which permit to obtain the advertisement effects more than their recording costs on the basis of
15 their calculated proper recording times; and

storing selectively only the program contents predicted that the program contents permit to obtain the advertisement effects more than their recording costs.

36. The delay broadcasting method of claim 30, wherein the repeater station receives a plurality of programs of program contents broadcasted by the broadcast station, further comprising:

calculating an advertisement effect of each program of the
5 program contents on the basis of a number of the audiovisual systems
each making a request for viewing each program of the program
contents;

calculating a recording cost for recording each program of the
program contents;

10 calculating a proper recording time of each program of the
program contents on the basis of the calculated advertisement effect
and the calculated recording cost;

predicting the program contents which permit to obtain the
advertisement effects more than their recording costs on the basis of
15 their calculated proper recording times; and

storing selectively only the program contents predicted that
the program contents permit to obtain the advertisement effects more
than their recording costs.

37 An advertisement method used the broadcasting
service system claimed in any of one of claims 1 to 22.